

CONFERENCE-AT-A-GLANCE

Monday, July 16  2-5 p.m. **Registration**
Hotel Madison Lobby

3-5 p.m. **Downtown Harrisonburg Walking Tour**

5-6:30 p.m. **Welcome Reception**
Jimmy Madison's, 121 South Main Street

Tuesday, July 17  7:45-8:15 a.m. **Continental Breakfast**

8:30-9:30 a.m.  **Welcome and Keynote Speaker**
Dar Williams


9:30-10:15 a.m. **The Importance and Impacts of Resident Engagement**

10:30-11:30 a.m. **Vibrant Communities Make Vibrant Destinations**



11:30 a.m.-12:30 p.m. **Book Signing by Dar Williams**

11:30 a.m.-1 p.m.  **Lunch and Shopping on the Town**

Concurrent Sessions

	Main Street Essentials - 101	Promotion	Organization
1-2 p.m.	What is Main Street/ Transformation Strategies	Managing Main Street in the Digital Age	So, How are we Really Doing? Assembling Your Organizational Strength
2:15-3:15 p.m.	Quality Design	Brand Voice and Audience Definition	Sustainable Organization
3:30-5 p.m.	Tactical Tips for Community Engagement	What are These Crazy Kids Talking About? 21st Century Fundraising Strategies	Engaging your Board in Fundraising
5-6 p.m.	 Traipse Walking Tour		
6-7:30 p.m.	 Casual Dinner and Games Ruby's Arcade, 165 South Main Street		

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Wednesday, July 18		7:45-8:30 a.m.	Continental Breakfast
8:30-9:30 a.m.			Main Street Idea Pitch

Concurrent Sessions

	Main Street Essentials - 101	Promotion	Organization
9:45-10:45 a.m.	Effective Promotion	Partnership for Events	Planning for Success: The Key to Volunteer Recruitment
11 a.m.-noon	Economic Vitality	All Those Numbers: How to use Them!	No begging! Run Your Nonprofit Like a Business
Noon-2 p.m.		Virginia Main Street Awards Luncheon	